



## Middle East Campus Quotes:

# Favor U.S., Condemn British, French

When asked what he thought of the Middle-East Situation, Garry Quinn '56, President of the Students for Stevenson Organization, said he felt that the suggestions made by Mr. Stevenson, which were disregarded by the present administration, might have prevented the present crisis.

Regarding the effect that this crisis on the elections, he said that the election would be very close either way. He said that the crisis may win over New York State for the Democrats. "But any votes won because of the crisis are won at a very high price."

However, President Jim Alstrom '56 of the Young Republican Club, notes that "this country has never deserted the president in a time of crisis as witness Korea." The crisis might hurt Ike," he said, "but only because he would have to cut short his campaign."

Elsewhere on campus, several views were quite strong. One freshman called for "Guns for the Arabs"; Robert Boese '58 said, "Israel is an aggressor and Egypt has a right to retaliate." On the other side, Jack Stevens '60 held that "Israel was justified because of the boycott and blockade of Egypt since 1948 on Israel's shipping through the Suez Canal"

France and especially Britain received a great deal of criticism from Tech students. "France should have

abided by U.N. rulings" commented Antonio Kiriakos. "I think the British have no right to be there," said Ranjit Puri '60, "if they really came in on behalf of Israel they should have done it eight years ago."

Most comments on the United States' position were favorable. "... America is doing the best thing by staying out of active combat", comments James VonBenken '60, "the Government is doing more for world peace than any of the other combatants or non-combatants." Some foreign students, too, favored neutralism. Alberto Velaochaga '59, a Peruvian, stated, "I agree entirely with our delegation at the Security Council, which has had the wise idea

of abstaining from the whole question."

A few of those questioned looked into the schemes and motives behind the dangerous Mideast situation. "Britain is using Israel as a tool to regain the Suez Canal," said one. Another thought the situation was the other way around, with Israel engineering the conflict and leaving Britain and France holding the bag. "Israeli diplomacy," he stated, "is superior to American diplomacy." A third placed the blame on the United States: "The whole situation arose through the lack of a definite foreign policy on the part of the Eisenhower administration for the Middle East," he said.

## Prof. Bitter Made Associate Dean; Author Of Soph Physics Book

Appointment of Professor Francis Bitter as Associate Dean of the School of Science at the Massachusetts Institute of Technology was announced today by Dr. George R. Harrison, Dean of the School. Professor Bitter is internationally noted for his application of modern physics and atomic structure to the understanding of the mechanical and magnetic properties of metals, and to the unravelling of nuclear structure by means of spectroscopy.

"The School of Science is especially fortunate," Dean Harrison said, "in obtaining as its Associate Dean a person of Professor Bitter's talents and experience in the improvement of undergraduate education, as well as in the proper balancing of this in relation to graduate education and to research. He has in the past few years made signal contributions to the freshman and sophomore teaching of physics at the Institute. With the Science department heads and others who are working continually on the improvement of educational methods, Dean Bitter can be expected to make further outstanding contributions."

Dr. Bitter came to MIT as a member of the teaching staff in 1934, and has been a full professor in the Physics Department since 1951. He is the son of the distinguished American artist, the late Karl Bitter. His wife, Ratan Devi, a singer, is well-known in musical circles for her interpretation of the music and spirit of India.

Born in Weehawken, N. J., on July 22, 1902, Dr. Bitter attended Columbia University, where he was graduated in 1924 with the degree of Bachelor of Science. After further study, including a year in Berlin, he was awarded the Ph.D. degree by Columbia in 1928. After two more years of study and research, in which he specialized in the theory of magnetism at Princeton University and California Institute of Technology, he joined the staff of the Research Department of Westinghouse Electric and Manufacturing Company.

## Hazing Report Heard In Inscom; Wire Sent To European Students

Reporting on the progress of the Schultz Committee on the hazing problem, Harry Flagg '57 told Institute Committee Wednesday that hazing should not be completely abolished unless some suitable substitute could be found. Three of the approximately twenty Inscomm members signified disagreeing opinions, but they did not air them at the meeting.

Hazing was previously defined as including involuntary physical or mental harassment of a person or group of people, and physical inter-class action other than sanctioned competition. Involuntary is construed to mean "involuntary upon the initial action."

The Schultz Committee established that there were certain benefits to be derived from hazing, among which were class organization (including leadership development), class spirit, increased ingenuity, broadening, and the developing of class differentiation. The latter, explained as the respect freshmen should show upperclassmen was also accepted with little objection.

John Holmfeld '57 gave an International Program Committee report mentioning the telegrams sent by the National Student Association to student organizations in Poland and Hungary wishing them success in their demands for educational freedom. His motion to send the following telegram to four universities in those countries was then passed. "Students of the Massachusetts Institute of Technology congratulate students of \_\_\_\_\_ for their courageous stand in favor of higher university freedom."

## Weymar Resigns As The Tech News Ed.; Samuels To Position

In a reorganizational move, Mr. John A. Friedman, Editor and acting General Manager of *The Tech* announced Wednesday the appointment of Mr. Stephen M. Samuels as News Editor of the semi-weekly publication simultaneously with his disclosure of the resignation of Mr. F. Helmut Weymar from the staff.

Mr. Samuels, presently a sophomore at the Institute, became a staff candidate of the newspaper early in the fall of 1955, joined the news staff during January of 1956, and quickly rose to Assistant News Editor under Mr. Weymar during the following month. During his tenure in office, Mr. Samuels undertook the direction of the administration division of the News Department as well as handling administrative duties on the staff.

Remaining as division heads and administrative assistants under Mr. Samuels will be Mr. David Packer, Mr. Glen Zeiders, Mr. Daniel Thomas, and Mr. William Cramer. Mr. Friedman announced further that Mr. Weymar's resignation was due to his decision to run for the Undergraduate Association Presidency of the Institute and make a thorough study of the duties of this position.

It is the policy of The Tech to show compassion for the feelings of other campus publications when the actions of said c.p.'s appear to have resulted in considerable embarrassment to the aforementioned c.p.'s.

In pursuit of this policy, the "Purple Shaft" story in the last issue of The Tech did not carry the name of the c.p. which was embarrassed in its attempt to bury the "Shaft" in a time capsule for posterity.

However, members of this c.p., in an understandable quest for the limelight, have asked that the c.p. be named. Accordingly, therefore, we hereby call a spade a Voo Doo.

## Zacharias Resigns As Head Of Lab For Nuclear Science

Professor Jerrold R. Zacharias, who ten years ago founded the Laboratory of Nuclear Science, has announced his resignation as its Director. His decision to step down from this post, originally made several months ago, will enable him to devote more time to his academic life and to his personal research, especially in the field of molecular beams.

The operation of the Laboratory is currently in the hands of a directing committee headed by Professor Martin Deutsch, and consisting of Professors Victor Weisskopf, and Zacharias, and Dr. Peter T. Demos (ex-officio).

According to a member of this committee, there will be no change

in the basis of operations of the Lab., which, since 1946, has been engaged in nuclear research under the sponsorship of the Office of Naval Research and the Atomic Energy Commission. Although this research has been centered in Building 20 of the Institute, much of it has been carried out in such places as the Revatron Lab. of the University of California, the Cosmotron at Brookhaven Laboratory, the Colorado Rockies, Japan, India, and Harvard.

Out of the Laboratory for Nuclear Science has come the discovery of Positronium by Prof. Deutsch, the large-scale cosmic ray air-shower experiments of Prof. Rossi, a measurement of the radioactive tolerances of the human body by Prof. Evans, a statistical model of the atomic nucleus by Prof. Weisskopf, a large Van de Graaf generator developed by Prof. Trump, and the present high-energy physics group of scientists whose work is closely connected with the synchrotron accelerator.

All of the projects of the Lab. are unclassified.

The field of molecular beams, which has interested Prof. Zacharias since his graduate days at Columbia, involves the determination of the magnetic moment of the nucleus which, once found, can be used in precise frequency measurements. The so-called "atomic clock", developed by Zacharias, is one result of this type of research. Dr. Isador I. Rabi, now a visiting professor here, was awarded the Nobel Prize for his work in this field.



Prof. Jerrold R. Zacharias, former Director of the Laboratory for Nuclear Science.

## Bennett Cerf, Publisher, States In Kresge That Movies, TV Uneffect Reading Habits

As third guest speaker of the year for LSC, Bennett Cerf, panelist on *What's My Line?*, publisher for Random House, Modern Library, and Bantam Books, gave his opinion that TV and movies have no effect on literature, in Kresge last Wednesday night. He concisely resumed his feelings by stating "Anyone who blames the changes in America's reading habits on the two media are crazy." He attributed the accusations against TV and movies to the same sort of thinking 50 years ago that labeled "inter-urban trolley cars" and later "the bicycle craze", "cheap automobiles", and "radio" as a threat to literature.

He maintained that the "only people attracted from books were those

who had no initial love for books at all". He expressed what he considered the role of TV and movies in saying, "As long as you choose them they are an addition to your culture," and as such "you are enriching your life". He also thought "TV is not ruining the children". He considered TV as a means of arousing their curiosity.

He explained the effect of movies on literature by saying, "An author has an eye on Hollywood but this is as always." He outlined the new practice of the Motion Picture industry of subsidizing advertising. After stating that "the trend on all three fronts is to humor" he ended with an admonition to beware "of self appointed censors".

## Joe Hamlet Elected T Club President

# Olympic Fund Drive Terminates Today

For the third consecutive Olympic Games, MIT will be well represented on the United States team. Two members of this year's Olympic sailing team and one of the shooting team are past Tech men. John Marvin '49 and Eric Olsen '41 will compete in the sailing events, where MIT has had participants in both of the last two Olympics. Marvin will compete in the Finn Class, a single-man, dinghy type boat, while Olsen will be one of two men sailing the U. S. Sharpie entry, a 12 meter boat. In the shooting competition, the U. S. will be represented at Melbourne by Herb Voelcker '48 in the high powered rifle division. Another Tech graduate, John Morefield '56 barely missed the hammer throw event, as did Betsy Shumacher '60 in the women's individual medley swimming event.

As part of the general public support of our Olympic team, the recently reorganized T Club has been running a fund raising drive for the past week. The drive, in conjunction with the NCAA and U.S. Olympic Committee, has as its goal the approximate amount necessary to send one man to Melbourne, \$2000. Collection cans are still present in Building 10 and in the various living groups, but today will be the last chance to contribute. Of special interest at the Building 10 booth are the Finn boat and past Olympic medals.

Hamlet New T-Club President

In an election held last Wednesday night, Joe Hamlet '57 was elected President of the T Club by an almost unanimous vote. Elected to the Vice President spot was Dave Bryson '57, while Dick Child '57 was chosen to serve as Treasurer-Social Chairman. Mac Jordan '58 was elected to the Secretary spot, and rounding out the cabinet is Pete Hohorst '57, picked for the member-at-large spot. Prime matter of business at this first regular meeting, other than the election of officers, was discussion of the fund drive. Tentative plans were also made to hold a dance in Baker House, possibly on Nov. 16. It was also decided to hold meetings on the first Thursday of the month, probably featuring talks by different coaches. Letter sweaters and the return of the "straight T" honorary award were also discussed.

# The Tech

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## EDITORIALS

### The Failure of Leadership

The responsibilities of the President of the United States are three—the leadership of his party, the leadership of his country, and the leadership of the free world. The resources of the Presidency are also three—his personal prestige, his advisers and subordinates, and his political influence on his party's delegates. The actions of his administration must as well be three—the initiation of that which is new and is good, the retaining of that which is old and is good, and the elimination of that which is old and is bad.

### In the Free World

The United States is still the leader of the free world—but it is no longer leader without question, its word is no longer without doubt. The glowing coals of the Mid-East have become flames—at least in part through the failure of the President. Through his personal prestige and the prestige of the American Presidency—the British and French were willing to accept the plans of the President's deputy, Mr. Dulles. When the United States urged the British to withdraw their troops from the Suez Canal zone and placed our confidence first in King Farouk, then in Mohammed Naguib and finally in Gamal Nasser—the British were uneasy but they acquiesced. When Britain and France saw in Nasser's seizure of the canal—possibly spurred by Dulles' Aswan Dam "chess-playing"—the potential end of their position in the Mid-East and their economic survival, they proposed military action. Eisenhower's deputy Dulles proposed instead the Suez Canal Users Association saying that this would be a peaceful "means of provoking a showdown" with Nasser. The British and French complied. When Dulles' "showdown" turned to appeasement rather than a means of preventing the organization of the Arab world against the British and the French, Paris and London had had enough of United States leadership. The result was the British-French-Israeli movement in Egypt and the flames of war.

The prestige of President Eisenhower had permitted the negotiation of what from any other American would have been an unsatisfactory conclusion in Korea. The prestige of Eisenhower permitted the realization of Senator George's idea for a "summit conference." But while President Eisenhower has been proclaiming that Washington's influence abroad was greater than ever before, the acid of the wavering and incompetence of John Foster Dulles, Eisenhower's deputy, has eaten away our influence abroad until as James Reston wrote in yesterday's *Times*, "There has been a virtual blackout of information between Washington and the capitals of Britain and France, and the President, preoccupied with the campaign, apparently did not get into the picture until the Israelis were almost ready to move." There are other indications of the President's failure abroad, but the Egyptian crisis is signal enough of the deterioration of US influence abroad and ample evidence of the failure of the leadership of President Eisenhower over the free world.

### In the Nation

Eisenhower leadership of the nation has been categorized by a sterile absence of new ideas in the proposal of new and progressive policies, a marked lack of discipline over his own party in his complete inability to win support for any of his more liberal suggestions, and an unfortunate preference for political expedience over principle and the welfare of the nation.

Contrasting sharply with Stevenson's detailed proposals for a "New America", Eisenhower policy has supported a regressive tax cut, made hash of conservation, both through widely advertised "giveaways" and the incompetence of the Interior Department. The gains made by the Eisenhower administration in welfare legislation have been over the votes of his fellow Republicans, and these same votes doomed legislation on housing and education.

Eisenhower has preferred to hedge rather than to openly ask for Southern acceptance of the integration decision, as Stevenson has, because that decision is what he and the rest of the nation think right. He refused to withdraw support from Senator McCarthy until such a position became politically unprofitable.

### In His Party

Not as obvious as the failure of his influence over his party's congressmen has been the breakdown of the Eisenhower staff system. Praised and publicized by *Life* and the *Reader's Digest*, the staff system is Eisenhower's adaptation of the well known military staff system to politics. It has not worked. Fundamentally, in delegating far more authority than in the past, the President has lost control of his government. As a military commander, Eisenhower had great success with the system. He has not recognized, however, that for its success—the responsibility of the subordinates to the commander must be assured as it is in the military through the power of the commander, the fact that the success of the subordinates in a large part depends upon the success of the commander and the unit as a whole, and the death penalty for defiance of the commander's orders. In the cabinet of the United States, none of these checks are applicable. Power in the Eisenhower administration has, therefore, descended from the commander-in-chief to his lieutenants. It is this situation that permits the government of the United States under Eisenhower to proceed largely unchanged during the illness of Eisenhower. It indicates that the choice of the President should logically depend not on the President—but on his subordinates—if the candidate is Eisenhower.

The trend is marked and it cannot fail but be even more clearcut should a second Eisenhower administration be selected. With the two term rule in effect, the President's influence over his cabinet and his party will dissipate even further. He will lose his most powerful disciplinary threat—his election year popularity.

Should the President pass on, the mantle will go to Vice-President Nixon. A representative of the Republican right wing, Mr. Nixon has—say more liberal GOP members—moved over to the more progressive Eisenhower position. This ability to shift his principles with the prevailing wind and his somewhat irresponsible campaign record, make Mr. Nixon an even more unsatisfactory leader than a stubborn but principled conservative. The threat of Mr. Nixon in the Presidency is a highly unpleasant sword to have hanging over the nation.

### Stevenson . . . A Promise Of Success

Mr. Stevenson has in two political campaigns shown himself to be often more the man of principle and progress than of political expediency—a trait which we respect. His support of civil rights in the South during two campaigns—when his opponent usually preferred to ignore the issue—is ample evidence.

Further, he has shown to be creative and realistic. His plans for a "New America" have given the nation a great deal to think about—perhaps more important, the proposals have been realistically constructed. He has raised the question of national defense structure offering a new and encouraging system. His ability to control a party almost split by faction at convention time is contrasted strongly with Eisenhower's shaky grip on the GOP.

A year ago, Stevenson proposed to the Eisenhower administration a system of border patrols in Israel which might have prevented the present crisis. A few weeks ago, he proposed a limit on H-bomb testing—an idea which has met with wide endorsement from the countries scientists and little but a gruff dismissal from layman Eisenhower.

Stevenson has shown himself to be a man of intelligence, a man of integrity. We feel he can provide the responsible ideas and intelligent leadership the United States and the free world so sorely need.

We, therefore, endorse Adlai E. Stevenson of Illinois for the Presidency of the United States.

J. A. F.

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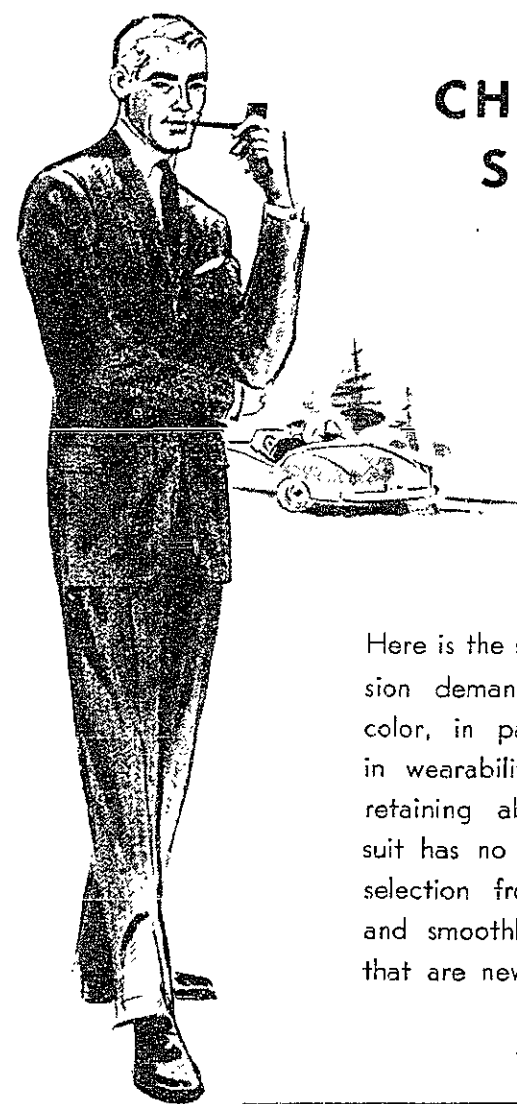
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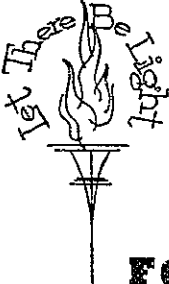
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## Varsity Soccer Team Ties Springfield 1-1 As Rudy Segovia Stars In Goal For MIT

A scrappy Tech soccer team battled a highly rated Springfield squad to a 1-1 standstill through 4 regular periods of play and two overtimes. Only the brilliant play of MIT goalie Rudy Segovia saved the day for the Engineers as Rudy turned in his best performance of the year. The game was finally halted after the two extra periods because of the darkness which had enveloped the field.

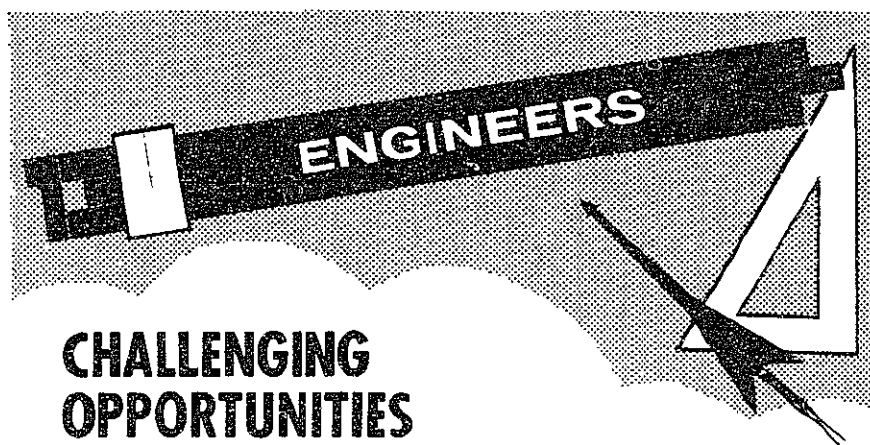
Springfield jumped right into control from the start as they held the ball in Tech territory close to 70% of the time. The Engineers, missing the services of high scoring Tom Buffet until the final quarter could not develop an offensive move. Lack of depth in the attack had forced Coach Arne Arnesen to move Captain Harald Henriksen to a wing position, with John Comerford taking over and

doing a good job at the center half back spot. Despite many opportunities, Springfield was unable to score until late in the second quarter when Sweeney kicked one in from a big pile up in front of the nets.

MIT tied it up at the start of the second half, with Reinaldo DoVal hitting on a short shot from in front at the 1 minute mark. That goal turned out to be the last of the game, however, as neither team could capitalize on any of its further opportunities.

### HOCKEY

Tech's varsity stickmen will hit the ice for the first time this season on Monday evening, November 5. The hockey team will conduct this first practice from 7 to 8 o'clock on the rink at Harvard University.



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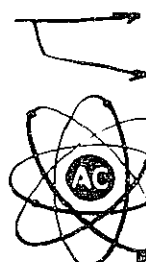
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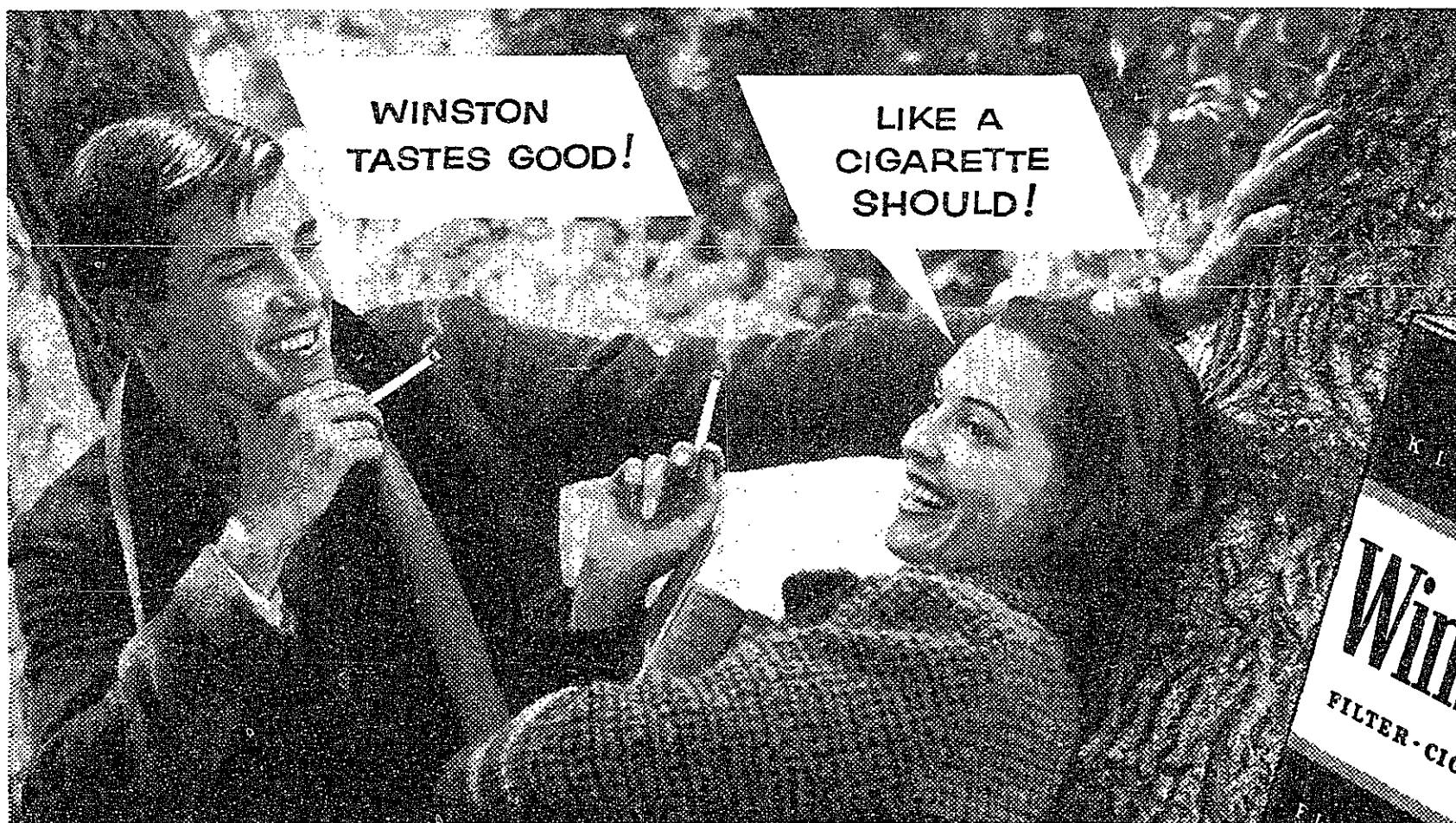
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# These Men Head Growing School Of Industrial Management

## Dean Brooks "Man Behind The School" From Start Quit Vice-Presidency Of Sears To Take Over Here

Dean Brooks looks the part. Striding back and forth behind his desk, puffing on a cigar, pointing to a raft of large and multi-colored graphs, E. P. Brooks looks "big business". Here is the Dean of the Institute's newest school, the School of Industrial Management which, from the start has been his "baby".

It is ironic, but fitting, that a member of the first class to graduate from what is now Course XV should be chosen for the task of building this school. Edward Brooks was in the Class of '17. From Tech, Ed headed for France as lieutenant with the First Engineers; and here he stayed for two years.

Once home from the war, he started on the upward trail in big business, and in the eighteen years after 1919 he went from American Cotton Oil to Montgomery-Ward to Sears and Roebuck. By 1941 he was a director in the latter, as well as Vice President in charge of factories.

It was here that MIT found him in 1951, when he was offered the position which he now holds. "I've always been devoted to MIT," he relates, "and although I could make a damn sight more money at Sears, I saw here a real challenge. So, my wife and I talked it over, and we decided to take over the job."

Dean Brooks' qualifications were probably best extolled by Dr. Killian when he said, "He is thoroughly familiar with educational philosophy . . . his experience in manufacturing qualifies him . . . to organize the new school."

Still puffing on his cigar, he explained the school's present situation, "It took a little longer to get going than we expected. I wanted a high quality staff—and that's what I got. Now we're rolling. Every year we get more applications for the grad school; right now we can take only one-third."

MIT's School of Industrial Man-



E. P. Brooks, founder and Dean of School of Industrial Management.

agement is a success; it is becoming famous throughout the country as a new concept of education. But the credit can go to only one person; to the heavy-set, white-haired Dean who has nursed it from its birth. Dean Brooks' "baby" is growing up; but never away from the highly critical eyes of a proud and deserving father.

## Prof. William Clark Is Associate Dean

"We are interested in men who have an interest in the world of affairs." Professor Clark of the Industrial Management Department continued, "An educated man in today's sense is one with an education comparable to that given at MIT. For today's society demands that men have a knowledge of science and engineering. In the field of business, men trained with both science and management become wise and efficient managers. The men we have in our department are of this calibre. They possess an interest in the world of affairs and particularly in how humans operate in their everyday and business affairs."

"I feel that the School of Industrial Management has a tremendous importance to a society or a company. For it is an observable fact that companies and societies rise and fall with the wisdom of management rather than the technical wisdom."

Professor William Van Allen Clark calls himself a native of MIT for he received his masters from Tech in 1942. Except for a short time in the armed service Professor Clark has taught continually at the Institute since his graduation. When asked



Prof. W. Van Allen Clark, Jr.

about the grading system in Course XV he said, "Sometimes a person transfers to this department which is largely composed of migrated students. He has the idea that management will be hard. He finds out quickly that it is not true. In fact because our teachers are vigorous, they make the course very hard. And also the subjective type work we do lends itself to hard grading at the top of the scale. This helps us to insure the qualitative as well as quantitative aims are being met by Course XV. We have expanded four times since we started Industrial Management and hope to continue getting men interested in the affairs of men and in assessing the phenomena of leadership."

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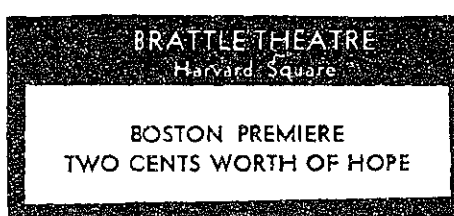
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# 4 Year Old School Continues To Expand With New Programs

**Course XV, Once In Humanities School, Unique in Field Of Business Education  
Other Programs Given For Executives, Graduate Students**

Since 1952, a "new look" in educating leaders of industry has come to MIT. In that year, the School of Industrial Management was born from the old Course XV, then part of the School of Humanities.

In the past four years the School of Industrial Management has been rapidly expanding. Moreover, it has developed basic qualities which distinguish it from similar courses elsewhere.

W. Van Alan Clark, Jr., associate dean in the S.I.M. points out that the industrial management courses here are unique in that "we are protagonists, not bystanders." That is, MIT's industrial management courses have the advantage of being taught in a scientific atmosphere. And these courses make use of that atmosphere, building of a foundation of training in basic engineering and science.

The School of Industrial Management now offers four programs, all using the same faculty and facilities. The under-graduate Course XV remains. A graduate course now leads to a master's degree in industrial management. The Sloan Fellowship program, a post-graduate management training for young executives, has been given new life and emphasis. And last spring, a ten-week

course for senior executives was offered for the first time.

The typical man among the 17 enrolled in this fall's Senior Executive Program is 47 years old, with 19 years experience in his field. He is perhaps a plant manager or a company vice-president. Through seminars and discussions, these industrialists examine the factors which affect their decisions—marketing, new technical advances, economics, finance, human behavior, and trends in world affairs.

The Sloan Fellowship program is geared for younger executives—men who are recognized by their employers as showing great promise. This 12-month course leads these men through a thorough study of the fundamentals of management and of economic policies. They gain an understanding of the environment of business and of the impact of industry on society. Thus they gain a broader view of the effects which their decisions may have.

The organization of the School of Industrial Management brought significant changes to the Department of Business and Engineering—the under-graduate Course XV. Dean Clark words the unique aspect of the revamped Course XV: "We know of

no other, similar course based so heavily on economics and statistics."

Housder Hudgins, professor of Industrial Management, adds this, "The amount of subject matter offered here to under-graduates is on a par with that offered elsewhere to grad students."

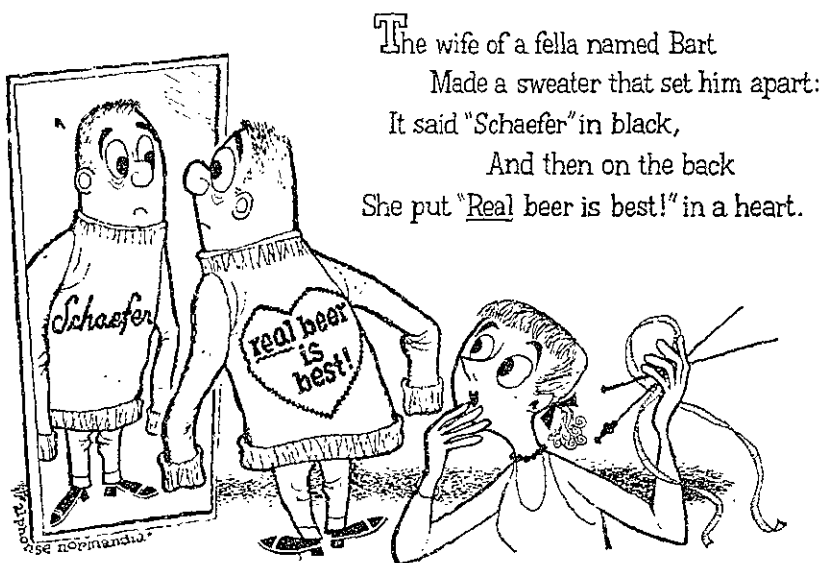
This subject matter includes a rigorous study of the principles of engineering, and a study of humanities, as well as economics and statistics. This combination of engineering, business, and humanities is the key to Clark's philosophy of the S.I.M. "We are interested in engineers and scientists who come to MIT because they like things . . . and then get interested in the world of affairs."



A Course XV Seminar

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WEDNESDAY or FRIDAY, NOVEMBER 7 or 9

Talk to your placement officer today . . . ask for literature about your RCA engineering future! If you are unable to see RCA's representative, send your resume to:

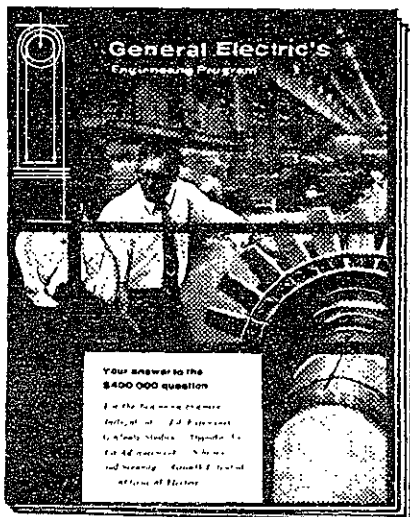
Mr. Robert Haklisch, Manager  
College Relations, Dept. CR 5-30  
Radio Corporation of America  
Camden 2, New Jersey



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# WHERE ARE YOU GOING?

**1** For majors in electrical, mechanical or aeronautical engineering and related fields.

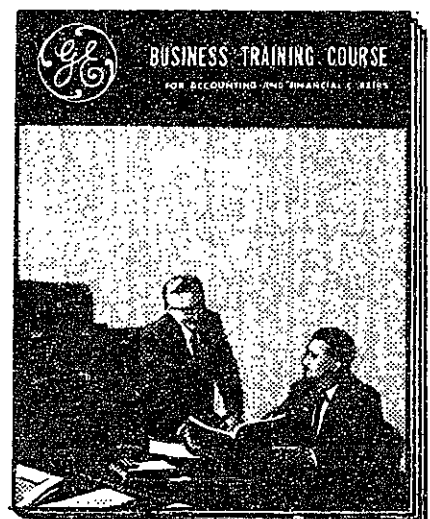


Write to: Engineering Recruiting  
Department 25-E  
General Electric Company  
Schenectady 5, N. Y.

**E**VEN if you are just starting college in the "Class of 1960," we suggest that you take a long look at where you are going. Know, don't guess, what is offered by fields like engineering and science, finance, marketing and relations. Too often young people discover late in their senior year that they can't qualify for the career of their choice. Why be caught short? Selecting a career and knowing what is expected will make it possible for you to prepare for it now. Many graduates will find their place with industry.

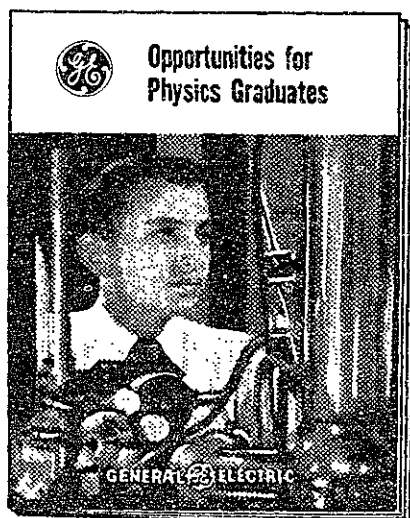
General Electric is typical of many large industrial concerns. We employ over 27,000 college graduates from nearly 700 different colleges and universities. And our future, as the future of any progressive company, hinges on these people. Young men and women that have initiative, analytical and creative ability will make progress with industry. If you are interested, write for information about one or more of the programs listed on this page. These are the principal doorways to success at General Electric. The booklets can also be found at most college placement bureaus in a binder entitled "Career Information."

**2** For majors in accounting, business administration, finance, economics, mathematics and liberal arts.



Write to: Business Training  
Department 25-B  
General Electric Company  
Schenectady 5, N. Y.

**3** For majors in physics or engineering physics.



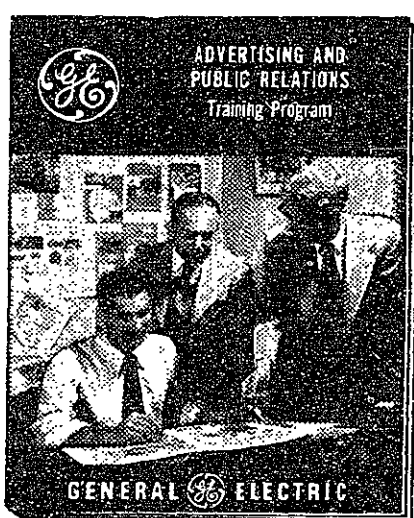
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General Electric Company  
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**4** For majors in engineering.



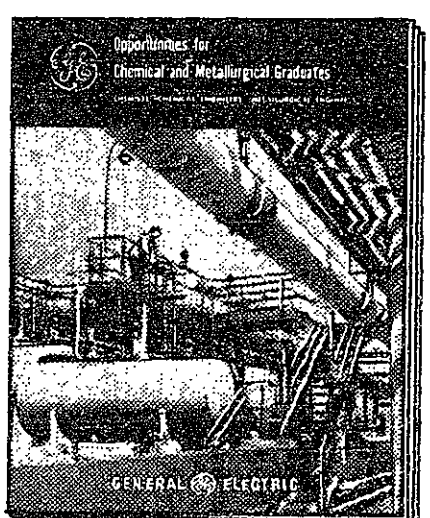
Write to: Technical Marketing  
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General Electric Company  
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**5** For majors in English, journalism, public relations, advertising, marketing, economics, engineering and fine arts.



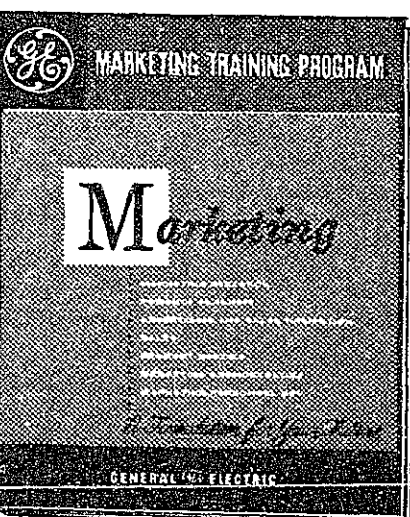
Write to: Advertising and Sales Promotion  
Department 25-A  
General Electric Company  
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**6** For majors in chemistry, metallurgy and chemical, ceramic or metallurgical engineering.



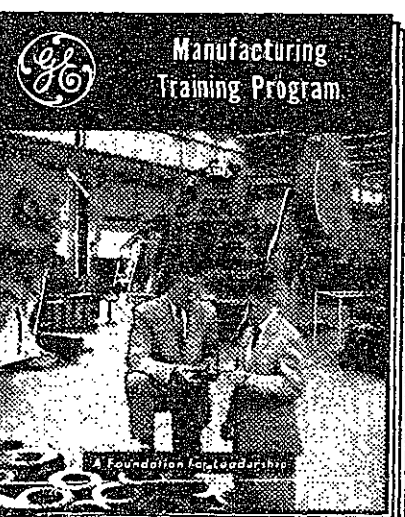
Write to: Engineering Recruiting  
Department 25-C  
General Electric Company  
Schenectady 5, N. Y.

**7** For majors in engineering, business, or liberal arts who have completed graduate work in business administration.



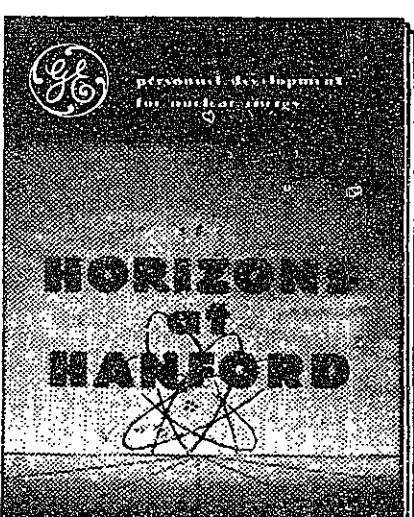
Write to: Marketing Services  
Department 25-M  
General Electric Company  
570 Lexington Ave., New York 22, N. Y.

**8** For majors in mechanical, electrical or industrial engineering and qualified men with non-technical degrees.



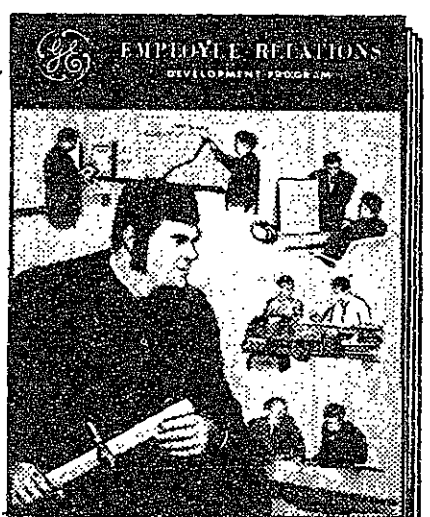
Write to: Manufacturing Training  
Department 25-M  
General Electric Company  
Schenectady 5, N. Y.

**9** For majors in physics, chemistry, metallurgy and electrical, chemical or mechanical engineering.



Write to: Technical Personnel Placement  
Department 25-N  
General Electric Company  
Richland, Washington

**10** For young men interested in shop operations and the economic and social forces facing industry.



Write to: Employee Relations  
Department 25-R  
General Electric Company  
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